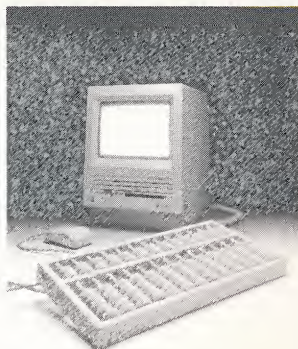


FREE Demonstration Kit!

You may have read through this piece and thought, "The software couldn't be *that* powerful or *that* user friendly. There must be a catch somewhere."

All we can say is — you *must* see it to believe it. And the best way to do it is on your own Macintosh. All you have to do is send back the card. Or for faster response, call our toll-free number.

Call Today!
1-800-666-STAT



ABACUS
CONCEPTS

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(415) 540-1949

Or if you prefer, send us this card.

Yes. I'd like to take you up on your offer. Please send me a free demo disk of:

☐ StatView

☐ SuperANOVA

My Macintosh is a:

☐ Mac II family

☐ Mac SE

☐ Portable

☐ SE/30

☐ Mac Plus

Name _____

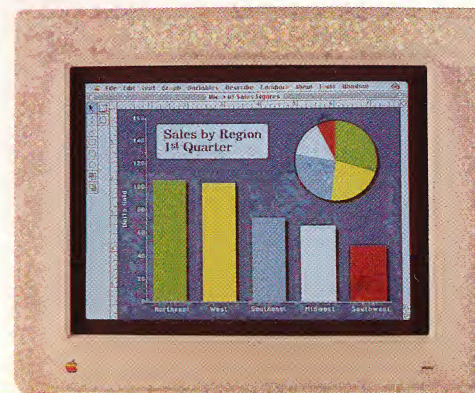
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**StatView and
SuperANOVA
challenge every
preconception
you've ever held about
the effort required to
do comprehensive
statistical analysis...**



**...and get it into
presentable form.**

You'll wonder how statistical software this powerful could be so easy to use.

StatView

is a broad-base statistical analysis and presentation graphics package that performs a large variety of descriptive and comparative statistical calculations.



SuperANOVA

is a full-featured general linear modeling program that performs ANOVA, ANCOVA, MANOVA, MANCOVA, regression, repeated measures, and more.

How many of these preconceptions are you still holding onto?

- You need to be a statistician (or near statistician) to run complex GLM studies, and it requires days or weeks to learn the procedures.
- It takes separate spreadsheet, statistics, graphing and drawing programs to run a study and present your results.
- Presentation graphics require enormous amounts of time and effort.
- A MS-DOS computer is more effective than a Macintosh for doing all statistical analyses.

In late 1984 we set out to create software that would turn the Macintosh into a highly sophisticated statistical analysis and presentation graphics workstation.

But that wasn't all.

We wanted to create statistical software for science, engineering and business that takes full advantage of the Macintosh's easy-to-use interface. To accomplish this, our software experts spent as much time developing the user interface as we did developing the program's statistical capabilities.

The result? Remarkably simple operation. Enormous power and flexibility. And unanimous user and editorial acclaim.

StatView® is the only statistics software to receive a 5-mouse rating from MacUser and has won the Macworld World Class Award for best statistics/math software three years running. SuperANOVA™ is the winner of the 1989 MacUser Editors' Choice Award for best data analysis program. No other statistics software has been so honored.

Redefining "user friendly"

StatView and SuperANOVA make it easier for you to ask the right questions of your data and quickly view your results from a variety of perspectives. This exceptional flexibility also helps less experienced users develop a keener, more intuitive understanding of statistics and statistical procedures.

These programs represent the next generation of statistics software:

- robust enough to appeal to the full-time statistician.
- yet so user friendly that anyone having a general familiarity with statistics can turn out powerful statistical studies and vivid graphs.

Whatever preconceptions you've had about the effort required to analyze your data, now's the time to cast them aside. If the following information doesn't convince you, our FREE DEMONSTRATION KITS will. To get yours, call **1-800-666-STAT**.

StatView is a general purpose statistics package that provides all the tools you need to master and present your data.

When StatView was introduced in 1985, it ushered in a new concept that has since become an Abacus Concepts trademark — broad-based statistical analysis software that is effortless to use. You didn't need to be a Ph.D. to understand it. You didn't have to waste your valuable research time trying to figure out how to use your statistics software. You could focus your energy on what you did best: analyzing your results.

The latest versions of the StatView line.

Now we made the best even better. StatView II offers a level of functionality never seen before. We added color, we incorporated powerful, easy-to-use presentation graphics, and we optimized it to take full advantage of the powerful Macintosh II family.

And StatView SE+Graphics offers identical statistics and graphing capabilities for the Mac Plus, SE and Portable.

Designed for anyone who works with descriptive, comparative or multivariate statistics, StatView ties everything together into one package. When you want to report your findings, the vivid presentation graphics can be easily tailored and annotated to your liking.

The fully interactive graphic interface and spreadsheet-like design allows fast, simple "what-if" analyses. Tables can be included as insets in a graphing window, and you can design pages with multiple graphs.

If you've been doing statistical analysis on an IBM compatible or on a mainframe that offers only batch processing and little or no interactive graphic output, you'll be startled and surprised by what StatView can offer you.

Skeptical? Try it in your own numbers. Call 1-800-666-STAT to get your FREE DEMONSTRATION KIT.

Highlights:

- Performs descriptive statistics, t-tests, correlation coefficients and matrix, ANOVA, regression, contingency tables, factor analysis, and non-parametric tests.
- Results can be displayed as scattergrams, line charts, pie charts, bar charts, box plots, histograms, error bar charts, percentile graphs and factor plots.
- Easy data import into our built-in spreadsheet from any other program on any other computer.



With SuperANOVA you can solve virtually any general linear model in a fraction of the time spent with other software.

SuperANOVA is a revolutionary implementation of general linear modeling. For the first time, you can build and solve ANOVA models without hours of frustration.

SuperANOVA can solve virtually any general linear model you can design. If you can propose it — the program can do it. SuperANOVA has more capabilities than any GLM package on any microcomputing platform.

Even for professional statisticians, SuperANOVA will vastly decrease the time it takes to analyze your data. Set-up time will be cut dramatically. A spreadsheet-like formula capability allows you to create highly complex rules for calculating new variables.

Easy to learn; simple to use. SuperANOVA gets you up and running in less than an hour. (Compare this to the hundreds of pages and hours of time required to learn SAS-GLM.) There is no command language to master, yet the program does virtually everything SAS can do. Consequently, you don't need to be a statistician to solve complex models. Nor must you hand over the operation to an expert. You stay in total control of your data.

Templates speed up operation. Do-It Files™ allow you to save all work including models, output, annotations and graphic enhancements. Do-It Files can be used as templates and applied to different data sets, allowing even untrained staff to turn out professional results.

Data handling capabilities. The size of your data sets is limited only by available memory. SuperANOVA can handle up to 32,000 variables and 1/2 billion cases.

Mainframe speed. Running SuperANOVA on a Macintosh II is as fast or faster than traditional GLM software running on a 386 MS-DOS computer. In fact, for large studies, SuperANOVA's only competition is mainframe software.

Highlights:

- Performs ANOVA, ANCOVA, MANOVA, MANCOVA, regression, repeated measures with up to 12 within factors and more.
- Canned model designs provided include repeated measures, Latin squares, split-plots, randomized complete block and more
- Output includes a wide array of contrasts, interaction and residual plots, mean tables and 13 post-hoc tests, such as Tukey-Kramer, Bonferroni/Dunn, Duncan's New Multiple Range, Fisher's PLSD, Scheffe's S, SNK and others.
- Handles balanced, unbalanced, nested and missing cell designs.

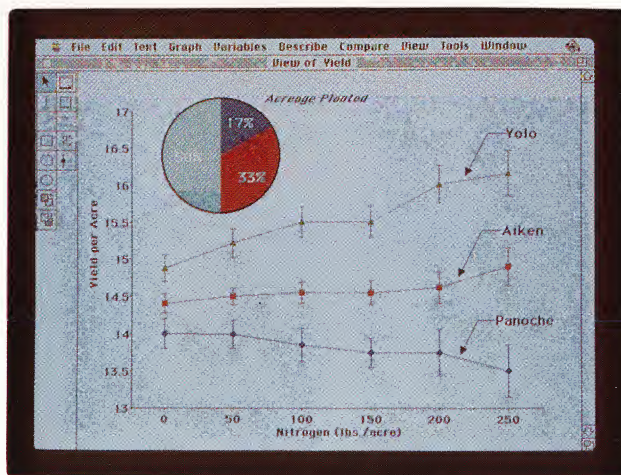
Powerful presentation graphics.

Most statistical packages offer only limited and inflexible graphing capabilities. SuperANOVA and StatView are radically different. Each generates a stunning variety of interactive graphs using easily-accessed pull-down menus.

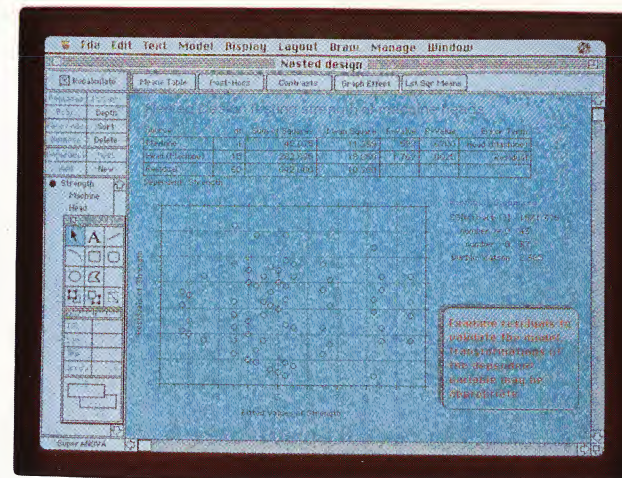
SuperANOVA can produce seven general and six effect-based graphs including interaction plots, regression plots with fitted lines and residual plots. In StatView you not only get the usual scattergrams and line, pie and box charts, but also error bars, histograms, percentile graphics and more...in any combination of colors and in any type style you want.

Nor do we stop here.

Each program gives you the power to modify and graphically enhance your tables and graphs using exactly the same kinds of drawing tools found in drawing programs. A mini-text editor allows you to drop text anywhere on the screen and modify it — the entire block of text or any single character.



*Because your work isn't
over until you present
your results...*



*...StatView and
SuperANOVA
give you all the
tools you need to
get the job done.*

What's more, data sets, analyses and graphics are linked and can be displayed together, so changing data automatically redraws the graph and updates the analysis.

Both StatView II and SuperANOVA access the full 16.8 million color palette of the Macintosh II. And color output can be directed to film recorders, color printers and color plotters.

You won't find these presentation capabilities in any other statistics package.

StatView and SuperANOVA run on the Macintosh II family, SE/30, SE, Plus and Portable.
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